

WORKS OF THE MONARCH PAINT CO. CLEVELAND OHIO



HYDRO-CARBONITE

THE High Grade Roof and Iron Paint

Based on Hydro-Carbon Gums of the
Purest Grade

Contains no Ashphaltum, Petroleum, Iron Oxide or
other cheap material

Perfect Protection at lowest cost for roofs of all kinds,
bridges, factories, smokestacks, warehouses, and
all outside surfaces exposed to weather.

Manufactured only by

The Monarch Paint Company

Cleveland, Ohio, U. S. A.



High Grade Roof and Iron Paint

Anti-Rust, Non-Porous, Elastic, Adhesive,
Fire Resisting, Acid Proof

THE fact cannot be too strongly impressed on the minds of paint buyers that lasting results can only be obtained by the use of the best material it is possible to purchase. The main expense is not the cost of paint, but the cost of labor, and it requires more labor to apply a poor article than it does a good one.

As paint manufacturers of long experience, we offer to the careful and conservative buyer our high grade protective paint, HYDRO-CARBONITE. The character of this paint is essentially protective, although as it finishes with a very handsome gloss, it also presents a most pleasing appearance.

HYDRO-CARBON GUMS. The Hydro-carbon gums on which this paint is based are among the most unchangeable substances known and many years of actual service have proven that they will outwear any other material that can be made into paint. They may aptly be termed Mineral Rubber, for they are thoroughly elastic, and are as impervious to moisture as their vegetable prototype.

HYDRO-CARBONITE ITS PROPERTIES

The basic gums are thoroughly ground and mixed with oil, producing a liquid that will not precipitate, the pigment and oil are chemically combined. We use no asphaltum, petroleum, iron oxide, or other cheap materials, thus the paint is absolutely free from acids or other destructive substances.

Anti-Rust Non-Porous

Being therefore of a strictly neutral composition and chemically inactive to metal, it arrests as well as prevents corrosion. It destroys rust by amalgamating with it. It is entirely free from the microscopic pores which form in all ordinary paint when drying. It flows on like a varnish, drying with an enamel-like surface without pores, and really becomes part of the material itself. It thus hermetically covers a surface, preventing moisture or other destructive agencies from reaching the material.

Elastic

No paint can be more elastic than HYDRO-CARBONITE. It expands and contracts with metal and cannot crack, rub, peel, nor scale off. It adheres to any kind of material, and when absorbed into wood prevents rot or decay.

Fire Resisting Acid Proof

It resists fire and adds materially to the protection of roofs in this way. It is also acid and alkali proof.

Sun Proof Weather Proof

The most powerful sunlight does not bleach or destroy, or change the appearance of HYDRO-CARBONITE. Through all the changes of times and seasons, the winter's cold and summer's heat, it remains the same.

Covering Capacity

On tin or metal, 300 to 400 square feet to the gallon; on shingles, wood, felt, paper, brick, cement, etc., 150 square feet to the gallon.

Color

A permanent, glossy jet black.

HYDRO-CARBONITE

ITS USES

Preserves New Roofs Waterproofs Old Ones

On account of the quality of resistance to great changes in temperature, HYDRO-CARBONITE makes an ideal roofing paint. Neither the intense heat of a tropic sun, nor the severe and long continued cold of the Arctic winter will destroy it. It stands equally well on flat and steep pitched roofs, and can be used on any kind of material, whether iron, tin, galvanized iron, shingles, wood, cloth, felt, paper or composition roofs. By following our directions, an old, leaky roof can be made watertight and preserved for years.

Protects Bridges from Decay

wood. A bridge must be protected in every part. HYDRO-CARBONITE does it perfectly.

For Factories and Iron Buildings

Railway bridge engineers and county supervisors are greatly interested in HYDRO-CARBONITE as it has proven itself to be a splendid protection for bridges, whether iron, steel or wood. A bridge must be protected in every part. HYDRO-CARBONITE does it perfectly.

In Artificial Ice Plants

Having a permanent gloss, this paint is especially suited for use on railway depots, freight sheds, car sheds, round houses, grain elevators, factories and all iron or steel buildings.

For Smokestacks

This paint is an absolute protection to the large ice moulds used in artificial ice plants. Its wonderful resistance to acids and changes of temperature makes it especially fitted for such use.

Many of the largest plants in the country are using this paint on their smokestacks, and find it the most durable and satisfactory material they have ever used. Paints that sell for double the price do not give as much satisfaction.

A Guarantee that Guarantees

Guarantees are many times lightly given, with no intention of living up to them. We back up our statements by a sworn affidavit, and further, we stand back of our claims as to the durability of Hydro-Carbonite by binding ourselves legally to supply free of cost enough paint to re-cover any surface upon which it has been applied, should conditions require it within a period of six years from date of first application.

STATE OF OHIO
CUYAHOGA COUNTY,) ss.

AFFIDAVIT OF GUARANTEE

Before me, a NOTARY PUBLIC in and for said County, personally appeared E. J. Chappell, who being by me first duly sworn deposes and says;

First. That the paint, Hydro-Carbonite, is chemically Pure and free from acids and acid mixtures and compounds of every character, kind and description.

Second. That said paint contains no petroleum, or petroleum products of any nature whatsoever.

Third. That said Hydro-Carbonite contains no resin, asphaltum, iron oxide, or asphaltic compounds of any nature.

Fourth. Further affiant saith, that it is expressly guaranteed and agreed, that the The Monarch Paint Co. will gratuitously furnish sufficient of said Hydro-Carbonite to repaint and recover any and all surfaces where such paint has been originally used and found defective, and said guarantee herein contained shall be binding and of full effect and force for the period of six years, from and after the time such paint is first applied.

Sworn to before me and subscribed in my presence by the said E. J. Chappell this 9th day of January, 1906.

E. J. Chappell
For The Monarch Paint Co.

J. H. Winkler
Notary Public.

Manufactured only by

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Some Hydro-Carbonite Figures

As an illustration of the extensive sale and use of Hydro-Carbonite — The High Grade Roof and Iron Paint — we submit the following interesting statistics, taken from our sales records:—

In 1906, we sold 8,940 barrels. In 1907, 10,190 barrels. In 1908, 12,760 barrels. In 1909, 16,069 barrels. In 1910, 17,831 barrels. In 1911, 19,353 barrels. Total 85,163 barrels or 5,109,780 gallons.

A DRY COUNTY

If Cuyahoga County, in which the City of Cleveland is located, were covered completely with a metal roof, that roof could be coated and made perfectly watertight with this amount of Hydro-Carbonite.

A DRY CITY

If the City of Cleveland were covered with felt, shingle or prepared roofing, this amount of Hydro-Carbonite would completely coat such a roof and make the city absolutely dry.

A MONUMENT OF PAINT

If these barrels of Hydro-Carbonite were stacked in a pyramid with a base the same as the Washington monument, they would tower 846 feet in the air, or over one-half again as high as that monument.

A LAKE OF PAINT

The amount of paint in these barrels would form a lake 600 feet long by 100 feet wide, with an average depth of over 11 feet.

A TRAIN OF PAINT

The number of freight cars required to hold these barrels would make a train over eight miles long.

FIFTY MILES OF PAINT

If these barrels were laid end to end, they would make a solid tube of paint fifty miles long.

How Did We Do It?

There are just two things that have made possible this large volume of business — standard, high quality goods and a price that is below competition, due to the practical elimination of our selling cost.

Wholesale Merchandizing by Mail

It is a self evident truth that any plan whereby the wants of mankind can be filled with less effort than before, which means less cost, less expense, it must succeed. It is the law of evolution — the survival of the fittest. So our success can be explained in these few words, **Reliable, Consistent Wholesale Merchandizing by Mail.**

The Monarch Paint Company

Cleveland, Ohio, U. S. A.

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Jablonski Building Conservation
www.jbconservation.com

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